

## ABSTRACT

Methods and systems are disclosed for delivering personalized content from a first server such as a merchant Web server to a computer accessing a second server such as an affiliate Web server. A system according to the present invention includes a merchant Web server and an affiliate Web server, the affiliate Web server being coupled to the merchant Web server over a computer network. A database of user information is accessible to the merchant Web server, as is a rule base that includes a plurality of configurable rules. User identification may be collected from the computer accessing a Web site controlled by the affiliate Web server and the collected user identification may be sent to the merchant Web server, along with a request for content. User information corresponding to the collected user identification may then be retrieved from the database. The user information obtained from the database may be applied to the plurality of rules and selected content may be returned to the affiliate Web server in response to the request for content. The returned content is selected based upon the result of the application of the user information to the plurality of rules.